

# 2025

## MEDIA KIT

WHY  
GOODLIFE MAGAZINE

**SOUTH AFRICA'S FIRST CIGAR AFICIONADOS MAGAZINE**



## Why GoodLife Magazine | Elevating South African Cigar Culture and Lifestyle

### **Introduction | The Evolution of Cigar Culture in South Africa:**

In recent years, cigars have emerged as a prominent element of South African culture and lifestyle, a trend that continues to intrigue industry experts. When I experienced my first Habanos cigar in 1998, I could not have foreseen the remarkable growth and transformation that would occur by 2016. Today, the increasing accessibility of cigars, related accessories, and specialized bars—particularly within Gauteng and Cape Town—underscores the expanding interest in this sophisticated indulgence. In response, our company has identified a distinctive niche: by cultivating this market, we can introduce advertisers to a dynamic new audience and a fresh segment of readers eager to explore the world of cigars.

### **GoodLife Magazine | A Comprehensive Lifestyle Publication:**

GoodLife Magazine is designed to be much more than a journal for cigar enthusiasts; it serves as a holistic lifestyle publication. Readers will encounter industry-focused editorials, insights on fashion, luxury goods, electronics, automotive trends, travel recommendations, and exclusive profiles of influential personalities in Southern Africa. The GoodLife Guide enriches readers' experiences with concise features on refined indulgences, from rare cheeses such as Vecherin Mont-D'or and Haute Rive, to exceptional spirits like vintage XO Remy Martin Louis XIII, advanced audio solutions from Bose, the comfort of a BMW 7 Series, and exclusive collectibles including the Limited Edition Godfather Coppola Restoration DVD collection. Each editorial is curated to inform and satisfy curiosity about the craftsmanship behind cigars and the broader culture of fine living.

### **The Unique Appeal of Cigar Smoking:**

My attraction to cigar smoking extends beyond the prestige and sophistication traditionally associated with enjoying a robustos. The practice, much like the trading of fine wines or precious stones, cultivates its own lexicon—distinguishing the novice from the connoisseur. Sharing a hand-rolled premium cigar, whether among friends or acquaintances, fosters a sense of camaraderie among those who appreciate its nuances. The South African market is well-positioned for a publication dedicated to this passion, and GoodLife Magazine provides a strategic platform for advertisers to engage with this discerning audience. We are committed to presenting brands with integrity while delivering content that captivates and educates our readership.

### **Target Audience and Distribution:**

GoodLife Magazine is tailored to affluent African men across all demographics, within the 7-10 LSM+ segments, as well as the emerging demographic of young professionals and university students. Distribution will be directed to connoisseur clubs, refueling petrol stations and limited five-star hotels throughout Southern Africa and neighboring countries, with consistent availability at airports and airline executive lounges. The magazine will also encourage the formation of a dedicated club to document and connect existing and emerging clubs, individuals, traders, and hospitality companies within the cigar community.

### **Community Engagement and Market Expansion:**

Beyond editorial content, GoodLife Magazine will actively sponsor and promote cigar events, raising awareness of the publication and cultivating a vibrant network of cigar aficionados. These initiatives will enhance the magazine's market presence. Following the inaugural edition, our reach will extend to international markets, further increasing the brand exposure for advertisers to a global readership. Investing in advertising space within GoodLife Magazine is positioned to deliver returns that exceed expectations, attracting new readers and building enduring brand loyalty in an under served market segment.



### **Partnership and Tailored Solutions:**

Our approach centers on partnership—delivering value to both our clients and our publication. By supporting the growth of this unique market, advertisers contribute to a dependable platform that connects with a high net-worth demographic not currently addressed elsewhere. We are committed to helping clients achieve their media objectives and offer customized packages designed to align with specific marketing strategies, rather than insisting on strict adherence to a rate card. We invite our partners to collaborate with us, ensuring that their investment is rewarded by meaningful engagement and measurable results in this evolving market.

## GoodLife Magazine Annual Events

### **Spirits and Beverages GoodLife Moment:**

Each year, one distinguished brand or company is selected to host GOODLIFE guests for an exclusive weekend event. The host provides entertainment and educates attendees about their products, ensuring an engaging experience for all. GOODLIFE Magazine not only manages the event logistics and preparations but also captures the most memorable moments and interactions between industry professionals and fellow aficionados for publication.

The host is responsible for covering the cost of beverages and special foods, from Saturday morning breakfast through to the final breakfast on Sunday morning, including lunch and supper on Saturday. GOODLIFE extends complimentary invitations to special guests and maintains an open invitation for paying guests wishing to participate, subject to limited availability based on the hosting resort's capacity. Hosts have the exclusive opportunity to brand the event and contribute to the gift packs distributed to all attendees.

### **Cigars GoodLife Moment:**

Importers of fine and premium cigars are given the opportunity to host GOODLIFE guests over a weekend dedicated to cigar appreciation. The magazine team documents the event, capturing the best moments and interactions for future publication across all GOODLIFE platforms. As with other events, the host pays for beverages and special foods, covering all meals from Saturday morning to the last breakfast on Sunday. Special guests are invited free of charge, while paying guests can join subject to space limitations determined by the hosting resort. Hosts benefit from the privilege of branding their event and may also contribute to the guest gift packs, further enhancing the experience for all attendees.

### **Vitola on Fire | GoodLife Big Smoke:**

GOODLIFE Magazine brings together various products relevant to the cigar-smoking community at a single venue for a weekend filled with entertainment and cigar enjoyment. Guests benefit from discounted products and access to a wide variety of cigars. This event is open to both aficionados and the public for a set fee. Participating companies may contribute to the gift packs, though this is optional. All involved companies are granted free branding opportunities throughout the event, ensuring visibility and engagement.

### **GoodLife Has a Gala:**

GOODLIFE hosts a lavish and quintessential gala night that celebrates glitz and glamour. The event features fashion, music, comedy, business presentations, product showcases, and abundant entertainment. Sponsorship is available and offers significant coverage, as the gala is broadcast live on social media platforms.

### **Join the GOODLIFE Community:**

Become part of this growing phenomenon and help touch and inspire lives. GOODLIFE Magazine values our communities and strives to make positive contributions to the economies that support us.



## TERMS AND CONDITION I

- 1) CONCORSE, the owner and publisher of GOODLIFE magazine, reserves the right to withhold or cancel publication of any advertisement order that has been accepted. No liability is accepted by CONCORSE for losses arising from failure to publish, omission, or for publication on dates other than those stipulated by the advertiser, or for any typographical errors or mistakes of any kind.
- 2) Every precaution will be taken to ensure the correct printing and insertion of all advertisements, but no liability will be accepted for any colour-matching or content errors that may occur. The onus is solely on the advertiser to ensure that material is supplied in the correct format. Material will be stored for a maximum of 12 months.
- 3) Telephonic instructions must always be confirmed in writing before deadline date.
- 4) Booking deadlines stipulated are also cancellation deadlines. A cancellation fee of 50% of the advertising rate will be charged for cancellations received after the cancellation deadlines.
- 5) No changes to advertisements will be accepted once production of GOODLIFE magazine has commenced. Furthermore, no extensions will be granted for delivery of material. If material arrives after the stipulated deadline and too late for inclusion in the magazine, the full rate will be charged.
- 6) GOODLIFE magazine will not accept advertisements subject to editorial coverage being given to the product being advertised or subject to special positions. This does not apply to special or premium contractual positions and promotional partnership contracts.
- 7) Advertising space in GOODLIFE magazine may not be used for attacking or making negative comparisons with other advertisers, firms, persons or institutions.
- 8) GOODLIFE magazine reserves the right to edit, revise or reject, even after acceptance for publication, any advertisement the publication finds untruthful, misleading, or unsuitable for any other reason.
- 9) GOODLIFE magazine reserves the right to increase or decrease the number of editions published and quantity of magazines printed on a monthly basis without notice. Furthermore, the publisher does not guarantee any given level of circulation or readership for all forms of advertisements in GOODLIFE magazine.
- 10) Should an advertiser place an advertisement requiring money or stamps to be sent to a box number, the full name and address of the advertiser must be included in the advertisement.
- 11) When new advertising rates are announced, contract advertisers can maintain their contract rates for 60 calendar days after the announcement of the new rate. Thereafter, the balance of the order will be subject to the new rate. The advertiser may cancel the contract on the day the new or higher rate becomes effective by providing GOODLIFE with 30 calendar days' notice, unless a rate increase has been stipulated in the contract.
- 12) Accounts will be rendered monthly and payable within 30 days from the invoice date. Outstanding amounts will be charged interest at the prime rate stipulated by the publisher's bankers. Should the publisher incur collection costs, these will be for the advertiser's account. Payment that is received from agencies later than 45 days from the invoice date will not qualify for the 16,5% agency settlement discount.
- 13) All advertisement material is subject to the approval of the publisher. The publisher cannot be held responsible in any manner whatsoever for liabilities, claims, demands, actions, costs, losses and damages that occur as a result of the publication of an advertisement.
- 14) Advertorials and promotional pages must comply with GOODLIFE's style, design and editorial or procedural rules. The words "Promotion" or "Advertisement" will be placed above or below advertorials.
- 15) The publisher reserves the right to reject any creative material that resembles the design, layout and editorial style of the magazine.
- 16) The placing of an order or contract, either in writing or telephonically, qualifies as acceptance of the terms and conditions above. Any conditions stipulated in an advertiser's order form are considered void insofar as they conflict with the terms and conditions above.

INTERNATIONAL

# GOODLIFE

CIGAR AFICIONADOS LIFESTYLE MAGAZINE

# 2025

## ADVERTISING RATES |

FULL COLOUR	RATE
FULL PAGE	38 880.00
DOUBLE-PAGE SPREAD	67 760.00
TWO-THIRDS PAGE   Vertical	32 700.00
HALF PAGE	29 600.00
ONE-THIRD PAGE   Vertical	23 500.00
ADVERTORIAL FULL PAGE	25 200.00

## PRIME POSITIONS |

FULL PAGE	
OUTSIDE BACK COVER	58 880.00
INSIDE BACK COVER	58 880.00
LH PAGE OPPOSITE CONTENTS	38 880.00
RH PAGE OPPOSITE CONTENTS	38 880.00
OPPOSITE EDITOR'S LETTER	38 880.00
OPPOSITE MASTHEAD	38 880.00
OPPOSITE GOODLIFE FEEDBACK	38 880.00
DOUBLE-PAGE SPREAD	
FIRST SPREAD	94 208.00
SECOND SPREAD	94 208.00
THIRD SPREAD	84 432.00
VERTICAL MASTHEAD	24 500.00

- Special and specific positioning in the first 30 pages of the magazine will carry an additional 20% loading fee.
- A 50% fee will be levied on cancellation of bookings on prime positions requests.
- Discounts awarded for volume commitments that are not fulfilled will be reversed.
- Advertorial rate includes production costs and excludes agency commission
- All rate excludes agency commission and VAT.

## INSERTS |

BOUND-IN	
2 pages	R 638.00 / 1 000
4-8 pages	R 863.00 / 1 000
12-24 pages	R 983.00 / 1 000
LOOSE	
2 pages	R 503.00 / 1 000
4-12 pages	R 713.00 / 1 000
16-24 pages	R 878.00 / 1 000
28-36 pages	R 938.00 / 1 000
40-48 pages	R 1 000.00 / 1 000

## RATE CARD

## ADVERTISEMENTS SPECIFICATIONS |

SIZE	BLEED	TRIM	TYPE
FULL PAGE	250 x 300	240 x 290	210 x 250
TWO-THIRDS VERTICAL	155 x 300	150 x 290	135 x 250
HALF-PAGE VERTICAL	120 x 300	115 x 290	100 x 250
ONE-THIRD VERTICAL	85 x 300	80 x 290	65 x 240
HALF-PAGE HORIZONTAL	250 x 145	240x 140	210 x 125
QUARTER-PAGE HORIZONTAL	250 x 80	240 x 75	210 x 60

- Type safety: Allow 10mm for trim and 15mm for bleed.
- Gutter: No type should appear within 5mm of gutter.
- DPS material to be supplied as two single pages with bleed.
- Copy running across the spine in a DPS advertisement must allow for 10mm space in the spine side for text to read.

All print ready artwork can be supplied on the following platforms:

1. Adsend
  2. Quickcut
  3. Print ready High Resolution 300dpi PDF saved onto CD.
  4. CONTACT: [advertising@concorse.com](mailto:advertising@concorse.com)
- Direct Mobile : +2771 707 0727 or +268 7611 1111

An industry standard colour proof for colour matching on press can be supplied.

## TARGET READING MARKET

This Rate Card will :

outline GOODLIFE Magazine target market and other important details as necessary to secure your patronage. GOODLIFE Magazine features detailed and onsite reporting which entails loads of traveling and participation on covered stories and exclusive reports.

We are an interactive magazine which will be hosting gala nights and Big Smoke events to increase readership. Our magazine has tangible incentives for issue by issue partnerships and brand promotions. GOODLIFE Magazine is also host to the Don Viterelli Cigar Club which will promote a lot of interactive engagements with readers and cigar aficionados all over Southern Africa.

This is the home of **INDULGENCE!!**

### OUR READERS

At least 80% Black

### AVERAGE AGE

30 - 65

### LSM 7-10

80% Envisaged

### CIRCULATION

500 Club Members  
3500 Shelf & Hospitality  
500 Promotional

### CIRCULATION

4500 Local  
500 International

[www.concorse.com](http://www.concorse.com)

# GOODLIFE

CIGAR AFICIONADOS LIFESTYLE MAGAZINE



concourse  
corp.

## THERE IS VALUE |

In seeing a dream start to walk and establish a path defined by the market that embraces it. You are the force behind our publications. You represent a society that yearns for unity and growth through a shared economy. We believe in a nation that seeks a future dedicated in creating wealth for all its people. A GOODLIFE measured in sustainable and undivided economic growth for everyone.

